## ABSTRACT

A hair colouring composition comprising one or more developers is selected from amino aromatic systems capable of being oxidised and thereafter undergoing at least two electrophilic attach reactions, and one or more couplers selected from (a) 1,3-diketones of the formula (I): in which X and Y are non-leaving substituents and Z is an active leaving group, such that in the presence of an oxidising agent the or each developer reacts with the or each coupler substantially only at the position having the active leaving group Z and (b) compoounds of the formula (II): in which R1, R2 and R3 are, independently, cycloalkyl, alkenyl, cycloalkenyl, aryl, alkaryl, aralyl, -R'NHCOR, -CONHR, -R'CONHR, -R'OH, -R'SO2R, -R'SO2NHR, -R'OR or –COR, in any of which R is H, alkyl, cycloalkyl, alkenyl, cycloalkenyl, aryl, alkaryl,or aralkyl and R' is alkylene, alkenylene, cycloalkylene, cycloalkenylene, arylene, alkarylene or aralkyrene, or substituted versions of any of these.